



SENIORS Helping SENIORS®
...a way to give and to receive®

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Carmel couple follow their heart; helping local seniors remain independent.

Carmel, CA – To help meet the growing demand of older Monterey seniors who want to remain in their own homes and stay as self-sufficient as possible Greg DeMaagd and his wife, Ida Corby-DeMaagd have established a new **Seniors Helping Seniors®** in-home services franchise location in Carmel. Their office will be providing services for seniors throughout Monterey County and the Central Coast of California, they will be hiring local seniors to help provide services.

Seniors Helping Seniors in-home services offer loving, caring, compassionate non-medical services *by seniors for seniors* to help them live independently with dignity and respect. **Seniors Helping Seniors** Receivers are matched with senior Providers. They provide services, such as: companionship, transportation, meal preparation, overnight stays and handyman services among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

"The large Monterey County retirement community has no other non-medical in-home care service that matches seniors with seniors shares Greg. "We believe that the **Seniors Helping Seniors** philosophy and unique **Seniors Helping Seniors** concept will be welcomed by area families.

Greg and Ida have been thinking for some time about providing home care for seniors and have considered doing it on their own as their respective backgrounds are a great match for the business. After discovering the **Seniors Helping Seniors** franchise they decided that the ethical model and peer-to-peer concept was a perfect fit for them. "With a large number of retirees in the Monterey and Carmel area, there is a need for in-home services" notes Ida. "The unique **Seniors Helping Seniors** care concept will have a great appeal to seniors. We would like to make **Seniors Helping Seniors** services a household name and the first place Monterey seniors think of for help around the home." Ida and Greg are well prepared to hit the ground running with their new business.

Ida has been a Care Giver and Health Care Professional for over 30 years. She has worked on the Monterey Peninsula for 25+ years. Ida has been involved with in-home care since 1987 and started *Outreach* in-home care in 1998. She is well connected in the medical community and is perfectly suited to do receiver assessments and to interview potential providers.

Greg has been involved in sales and marketing (primarily advertising) his entire career. He worked at The San Francisco Chronicle for 6 years and launched sales and marketing for sfgate.com - The Chronicle's web site. He also worked at Clear Channel Communications. Greg also is the founder of three companies; Click-Through Inc., a advertising sales company for a national network of online newspapers, MortgageRateWatch.com, a lead generating web site for home loans and Fairchild Pacific Corp., a financial services company. Greg is ideally suited to manage the advertising, business and grassroots marketing efforts of the new **Seniors Helping Seniors** location in Monterey County.

Namrata Yocom, **Seniors Helping Seniors** Vice President, is pleased to welcome Greg and Ida as our new Franchise Partners. "They are joining our **Seniors Helping Seniors** family with a heartfelt desire to improve their community and the lives of the seniors who live there. Their personal understanding, compassion and dedication to helping others make them an excellent addition to our franchise family. Greg and Ida are clearly dedicated to providing the **Seniors Helping Seniors** brand of caring and compassionate service. I am confident they will fulfill our mission by providing the highest quality care-giving and companionship for seniors."

Philip Yocom, and his wife, Kiran Yocom, co-founded **Seniors Helping Seniors** in-home services, which began as a non-profit organization serving Berks County, Pennsylvania over ten years ago. The original **Seniors Helping Seniors** center continues that tradition, providing over 1,000 hours of service every month.

Philip Yocom said, "What began as a heartfelt mission to fill a need that was not being served by our local community is now being recognized as a prime business opportunity being fueled by the fastest growing demographic in our society." He continued, "We want the existing **Seniors Helping Seniors** organization and our franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

Seniors Helping Seniors organization has grown to over one-hundred fifty franchises in more than thirty-five states including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Nevada, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington.

Philip adds, "We support all of our franchises with the expertise we have gained in running the **Seniors Helping Seniors** Berks County office. We also provide marketing, sales, management, and technology support. We believe we have found a practical, cost-effective way to help seniors remain independent and continue contributing to their community."

For additional information, contact:

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For Franchise Information:

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